




Path to a Bright Future
HPV vaccination is cancer prevention



PATH TO A BRIGHT FUTURE

PARTNER TOOLKIT

OVERVIEW

Launched in March 2022 and led by St. Jude Children's Research Hospital, the *Path to a Bright Future* campaign calls on partners to:

- A** Generate awareness for HPV vaccination as a tool for cancer prevention, and share this message with their members and communities; and,
- B** Promote sound, relevant, and appropriate interventions that encourage on-time HPV vaccination for 9- to 12-year-olds and to support equitable administration of HPV vaccination for all people, thus reducing the threat of HPV cancers later in life.

To date, Path to a Bright Future has united more than 100 HPV cancer survivors and caregivers, as well as national, regional, and local medical and public health organizations and experts. They are committed to raising awareness of the urgency for HPV cancer prevention in their communities and dramatically improving on-time HPV vaccination rates.

Campaign partners provide critical support to the Path to a Bright Future HPV awareness and education campaign by amplifying messages, sharing campaign resources, and contributing to partnership strategy.

KEY FACTS ON HPV

- ✓ Human papillomavirus (or HPV) is an extremely common virus that affects everyone – both women and men – and can cause six types of cancer, including cervical, vaginal, vulvar, anal, penile, and oral or throat cancers.
- ✓ According to the [Centers for Disease Control and Prevention](#) (CDC), nearly 80 million Americans – 1 out of every 4 people – are infected with the virus.
- ✓ Each year, HPV causes around 40,000 cases of HPV cancer in the United States, and 630,000 cases worldwide.
- ✓ Some cancers are preventable, and HPV vaccination is cancer prevention.
- ✓ HPV vaccination is not new; it has been proven to be safe and effective at preventing both HPV and a variety of cancers later in life.
- ✓ HPV vaccination is most effective when delivered between ages 9 and 12.
- ✓ Low rates of HPV vaccination, particularly in the South and Intermountain West, are a serious public health threat.

CAMPAIGN PARTNERSHIP TALKING POINTS

- ◆ St. Jude Children’s Research Hospital launched *Path to a Bright Future* – an awareness, education, and advocacy campaign – in March 2022 to generate urgency for on-time HPV vaccination for adolescents aged 9-12. The goal is to reduce HPV cancers by increasing on-time HPV vaccination coverage.
- ◆ St. Jude reached out to a number of local, regional, and national organization and individuals who share a common goal of preventing cancer, inviting us to join the *Path to a Bright Future* campaign.
- ◆ We are excited to partner with St. Jude – a leader in treating and defeating childhood cancers and catastrophic diseases – in the Path to a Bright Future campaign.
- ◆ We look forward to working with other local, state, regional, and national campaign partner organizations and individuals to reduce HPV cancers by increasing on-time HPV vaccination coverage.
- ◆ *Path to a Bright Future* will:
 - Increase awareness and implementation of evidence-based interventions in community settings.
 - Improve implementation of best practices in clinical settings.
 - Raise awareness of relevant policies and support vaccination advocacy efforts.
- ◆ *Path to a Bright Future* will take a coordinated and sustained approach that leverages the latest in public health findings to clearly articulate to parents, the broader public, and health care providers the dangers of HPV pre-cancers and cancers, in addition to the benefits of HPV vaccination in preventing HPV cancers.
- ◆ As a partner, we will work with *Path to a Bright Future* to amplify important HPV vaccination messages and campaign resources, participate in partnership strategy meetings and events, and work collaboratively to increase on-time HPV vaccination in the communities we serve.

PARTNERSHIP ACTIVITIES

to Support *Path to a Bright Future* Campaign

As a campaign partner, your organization can:

-  **Share the facts:** HPV vaccination is safe and effective, and prevents six types of HPV cancer that affect everyone
-  **Spread the word:** HPV vaccination is cancer prevention
-  **Join in:** Participate in *Path to a Bright Future* meetings and activities, and offer speakers for relevant events
-  **Share your expertise:** Share ideas on cancer prevention messaging; outreach to additional potential partners; and local, regional, and national events
-  **Create a landing page:** A dedicated page on your website for *Path to a Bright Future* information and activities is also a great opportunity to feature survivor or caregiver stories and testimonials on your website
-  **Build your network:** Identify and empower HPV vaccination advocates within your organization and among your members
-  **Leverage your network:** Share relevant news stories on your social channels, participate in health observance days, share facts about HPV vaccination, share survivor or caregiver stories and testimonials, and engage in promoting communications across your network.
-  **Build partnerships:** Work with community- and faith-based organizations as well as local chapters and partners to host or participate in an educational meeting, roundtable, or event to promote HPV vaccination
-  **Engage the media:** Consider outreach to your local newspaper, radio station, or news stations to talk about your involvement in *Path to a Bright Future* and the need for on-time HPV vaccination
-  **Educate the public:** Encourage parents and caregivers in your life to get their children vaccinated against HPV cancers – after all, HPV vaccination is a matter of cancer prevention

Evergreen newsletter article and/or blog post

We are excited to share that we have joined St. Jude Children's Research Hospital in its recently launched HPV cancer prevention campaign, [Path to a Bright Future](#). This public awareness, education, and advocacy campaign will bring attention to the urgent need for on-time human papillomavirus (HPV) vaccination for adolescents aged 9–12 to prevent cancer later in life.

As you know, we are committed to promoting a healthy lifestyle and improving health outcomes for all populations. Our partnership in *Path to a Bright Future* enables us to broaden our work and amplify our efforts as we join national, regional, and local patient advocacy organizations; medical and public health experts; and HPV cancer survivors and caregivers to share the message that some cancers are preventable, and HPV vaccination is cancer prevention.

Below, you'll find some key facts about HPV, HPV cancers, and HPV vaccination; information on how we'll be supporting *Path to a Bright Future*; and what you can do to support the campaign.

Key Facts

- ◆ Human papillomavirus (or HPV) is an extremely common virus that affects everyone – regardless of sex or gender – and can cause six types of cancer, including cervical, vaginal, vulvar, anal, penile, and oral or throat cancers
- ◆ According to the [Centers for Disease Control and Prevention](#) (CDC), nearly 80 million Americans – 1 out of every 4 people – are infected with the virus. Of those millions, nearly 40,000 will be diagnosed with HPV cancers this year in the United States (and another 630,000 globally).
- ◆ Some cancers are preventable, and HPV vaccination is cancer prevention.
- ◆ HPV vaccination is not new; it has been proven to be safe and effective at preventing both HPV and a variety of cancers later in life.
- ◆ HPV vaccination is most effective when delivered between ages 9 and 12.
- ◆ Low rates of HPV vaccination, particularly in the South and Intermountain West, are a serious public health threat

How We Support Path to a Bright Future

- ◆ Share our expertise and insight with St. Jude Children's Hospital and other campaign partners
- ◆ Participate in *Path to a Bright Future* meetings and activities
- ◆ Share facts about the safety and effectiveness of HPV vaccination with our members, social media followers, and the broader community
- ◆ Speak at, host, or participate in educational events and discussions about the role of HPV vaccination in cancer prevention
- ◆ Reach out to newspapers, radio stations, and TV news stations to talk about our involvement in *Path to a Bright Future* and the need for on-time HPV vaccination as a tool for preventing cancer
- ◆ Build our network of HPV cancer prevention advocates within our members

What You Can Do

- ◆ Ensure on-time HPV vaccination for children and adolescents in your life
- ◆ Speak with your health care providers and other trusted messengers in your network to ensure they are encouraging on-time HPV vaccination for adolescents aged 9–12
- ◆ Share your story. Do you have an experience with HPV or HPV cancer? Contact the campaign (at PreventHPV@stjude.org) to share your story.
- ◆ Get the facts by relying on credible sources of information on HPV vaccination including the [CDC](#), the [American Academy of Pediatrics](#), and [St. Jude Children's Research Hospital](#)
- ◆ Follow us and *Path to a Bright Future* on [social media](#) and share HPV cancer information with your networks

Thank you for your continued support as we join this exciting campaign and walk together on the *Path to a Bright Future* – as we know, HPV vaccination is cancer prevention.

Evergreen op-ed

Why Treat Cancer When It's So Much Easier to Prevent?

Almost every day, we are bombarded with new health research. Novel “cures” for chronic diseases; suggestions of what to eat and drink (or what not to eat and drink) to prevent heart disease and stroke; and how best to live our lives to avoid debilitating health conditions later in life. What is often missing from these discussions is a well-established, thoroughly-researched, safe, effective tool for preventing – yes, preventing – cancer: human papillomavirus (HPV) vaccination.

HPV is an extremely common virus that affects everyone – regardless of sex or gender – and can cause six types of cancer, including cervical, vaginal, vulvar, anal, penile, and oral or throat cancers. In fact, according to the CDC, nearly 80 million Americans – 1 out of every 4 people – are infected with HPV. Of those, nearly 40,000 will be diagnosed with HPV cancers this year in the United States (and another 630,000 globally).

While not all the millions of Americans with HPV will be diagnosed with an HPV cancer, those who are may undergo surgery, radiation therapy, chemotherapy, or other treatments in an attempt to kill cancer cells or stop them from growing. These individuals will suffer unnecessary fear, pain, and recovery that, in most cases, could have been prevented.

Almost 300 years ago, upon learning of Philadelphia's fire prevention strategies, Benjamin Franklin wrote, “an ounce of prevention is worth a pound of cure.” Franklin's idiom continues to ring true today, describing readily available tools for preventing cancer.

Before becoming available in the United States in 2006, the HPV vaccine went through extensive safety testing; more than 270 million doses have been given worldwide, including more than 135 million doses in the United States. We know that

the HPV vaccine provides almost 100% protection against infections and cancers caused by certain types of HPV and, when delivered between 9 and 12 years old, can prevent more than 90% of HPV cancers later in life. What's more, there is no sign that the protection from HPV provides diminishes over time.

HPV vaccination rates jumped in the years following the introduction of the vaccine. Yet, today, only 60% of teens in the United States are up to date on their HPV vaccinations. There is great variability by region and among population groups. According to a recent [CDC study](#), the COVID-19 pandemic has prevented many adolescents from receiving all scheduled vaccines, including the HPV vaccine.

That is why we joined Path to a Bright Future – a new awareness, education, and advocacy campaign launched by St. Jude Children's Research Hospital, a leader in treating and defeating childhood cancers and catastrophic diseases.

To date, Path to a Bright Future has united more than 100 national, regional, and local patient advocacy organizations, medical and public health experts, and HPV cancer survivors and caregivers. They are committed to raising awareness of the urgency for HPV cancer prevention in their communities and dramatically improving on-time HPV vaccination rates for children and adolescents aged 9–12.

We hope you will join us in charting a Path to a Bright Future by ensuring the adolescents in your life are up to date on their HPV vaccination, talking to your health care providers about HPV, and sharing the message that a dose of HPV vaccination is cancer prevention.

Evergreen social content

The HPV vaccine is safe and effective and provides long-lasting protection against a number of HPV cancers. Together, we can issue a call to our audiences and generate urgency to promote this life-saving vaccine and stop HPV cancers before they start. Please consider using (or adapting) the following draft social media content on your owned channels (or sharing with your networks).

Relevant Hashtags

- ◆ #EndHPVCancers
- ◆ #CancerPrevention
- ◆ #HPVAwareness
- ◆ #HPVvaccination
- ◆ #HPVvax

Facebook, Instagram, and LinkedIn posts

- ◆ Join @StJudeResearch in reducing HPV cancers by increasing HPV vaccinations. HPV is an extremely common virus that can cause 6 types of cancer. Every year, nearly 40,000 Americans are found to have cancer caused by HPV. But vaccinating against HPV can prevent 90% of these cases. Learn more at [StJude.org/Bright-Future](https://www.stjude.org/Bright-Future). #EndHPVCancers
- ◆ HPV vaccination is a powerful tool for cancer prevention. It protects against more than 90% of HPV cancers and is recommended to everyone ages 9 to 26. Parents can protect their children from 6 types of HPV cancers later in life by embracing HPV vaccination. Learn more at [StJude.org/Bright-Future](https://www.stjude.org/Bright-Future). #EndHPVCancers #CancerPrevention
- ◆ Vaccinating against #HPV is a critical step in preventing HPV cancers. The Path to a Bright Future campaign, led by @StJudeResearch, encourages on-time HPV vaccination for children ages 9-12 and supports equitable HPV vaccination for all people. Learn more at [StJude.org/Bright-Future](https://www.stjude.org/Bright-Future). #EndHPVCancers

Twitter posts

- ◆ Join @StJudeResearch in reducing HPV cancers by increasing HPV vaccinations. #HPV is a common virus that can cause 6 types of cancer. Every year, nearly 40,000 Americans are found to have cancer caused by HPV. Vaccinating against HPV can prevent 90% of these cases. #EndHPVCancers
- ◆ HPV vaccination protects against more than 90% of HPV cancers. Sadly, not enough people have received this life-saving immunization. Join @StJudeResearch in spreading the word: HPV vaccination is cancer prevention. [StJude.org/Bright-Future](https://www.stjude.org/Bright-Future). #EndHPVCancers #CancerPrevention
- ◆ HPV vaccination protects against more than 90% of HPV cancers and is recommended to everyone ages 9-26. Parents can stop #HPV cancers before they start through HPV vaccination. Learn more at [StJude.org/Bright-Future](https://www.stjude.org/Bright-Future). #EndHPVCancers #CancerPrevention

GRAPHIC ASSETS

#ENDHPVCANCERS

We're partnering with Path to a Bright Future, St. Jude Children's Research Hospital's new campaign to ensure that every child is protected against HPV cancers.






HPV VACCINATION PREVENTS CANCER

Vaccinating your child against HPV is safe and effective, and provides long-lasting protection. Everyone plays a role in preventing HPV cancers.

StJude.org/Bright-Future




A MOMENT OF PREVENTION. A LIFETIME OF PROTECTION.

↓

HPV vaccination is a major milestone on the path to preventing cancer.





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Path to a Bright Future

HPV vaccination is cancer prevention

St. Jude Children's Research Hospital is leading the way the world understands, treats and cures childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments developed at St. Jude have helped push the overall childhood cancer survival rate from 20% to 80% since the hospital opened more than 60 years ago. St. Jude freely shares the breakthroughs it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing and food – because all a family should worry about is helping their child live. To learn more, visit StJude.org or follow St. Jude on social media at [@StJudeResearch](https://twitter.com/StJudeResearch).